

Scott McGaugh



Scott McGaugh has been the USS Midway's Marketing Director since its arrival in December 2003. He has been the marketing architect that generated more than 3.2 million museum visitors in less than four years—making the USS Midway Museum the most-visited floating ship museum in the United States.

Previously McGaugh volunteered for 8 years to lead the public relations campaign to relocate the Midway to San Diego. His work earned a Silver Anvil, the “Oscar” of the national Public Relations Society of America. His USS Midway public relations work is featured in a marketing textbook used by 142 colleges and universities. In addition, his Midway work is a featured case history at Harvard University. He

has appeared on History Channel, Discovery Channel, and Travel Channel, among others.

During that time he also was the co-owner of a leading San Diego advertising and public relations agency whose clients included national hotel chains, entertainment destinations, agribusiness, real estate development and several hospitals.

He also has written two books, *Midway Magic* and *Midway Memories* (photo essay), both in their second editions. A third book, a high school history textbook based on Midway called *Adventure at Sea*, also has been written. McGaugh's writing has appeared in more than 150 newspapers and magazines across the country and he has appeared on the History Channel, Discovery Channel, Travel Channel and others. He is a highly sought university lecturer and keynote speaker.

Prior to returning to his hometown of San Diego in 1985 to begin his marketing career, McGaugh owned a weekly newspaper and two magazines in Colorado. He is a graduate of Arizona State University with a degree in political science after studying international relations at Uppsala (Sweden) University.